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IMPROVED PAKISTANI REPRODUCTIVE HEALTH AND FAMILY PLANNING

USAID/Pakistan plans to issue in March 2003 Request for Application (RFA) no. 391-03-03 for a social marketing program titled, "Improved Pakistani Reproductive Health and Family Planning." The anticipated USAID/Pakistan contribution over a five year period is \$50,000,000. In addition, other donors will contribute contraceptive products to the program.

The RFA will seek a results-oriented social marketing (SM) Program that will assist the GOP in achieving its objective of reducing population growth over the next 5 years by increasing the use of modern contraceptives. While maintaining family planning method choice, specific objectives of the program are expected to be:

1. to maintain and grow CYPs generated by the present SM programs by providing increased access and availability of RH/FP services to new users, including those in rural areas, and where unmet need exists in urban and peri-urban areas;
2. to offer a mix of FP services, which would allow the proportion of women who use longer term contraceptive methods;
3. to develop programmatic assistance to public sector workers where this can facilitate increasing CPR in underserved areas;
4. to refine targeting of products and services to lower income groups, including those in rural areas;
5. to improve further the cost efficiency of the SM program;
6. to generate sustainable programs which will be affordable.

In addition, the SM Program will include a complimentary component in the area of reproductive health.

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